Is Applied to Cities, Communities, States, Nations or to Life Insurance Companies,

THE ACTUAL COST BEING DETERMINED BY THE ACTUAL DEATH RATE!

Was the Percentage of Deaths of Adults Greater in this or in Any Other Country in 1888 than in 1788? THE ANSWER IS NO. The Percentage of Mortality Has Diminished by Reason of Sanitary Improvements, &c.

The Actual Death Rate in All Civilized Countries, Among Adults Male and Female, Averages About 14 Deaths per 1,000 Inhabitants, Which Means that \$14 Is the Cost to Insure for One Year Every Man and Woman in Every Civilized Country for \$1,000.

If a yearly payment of \$14 per \$1,000 insurance would have provided \$1,000 at death for every adult person, healthy and unhealthy, in this and all other civilized countries, for the past hundred years, why is it necessary for the level premium Life Insurance Companies to collect upon the average MORE THAN THREE TIMES this amount each and évery year for each \$1,000 insurance carried, and accept only healthy lives?

The past experience of these level premium Life Insurance Companies, covering a period of nearly half a century, shows that there has been no necessity for their collecting from their members, each and every year, more than three times the amount of their death claims. This fact is proven from their own sworn reports to the New York Insurance Department, a record of which is given herein, commencing in 1859, the date when the Insurance Department was established, their percentage of deaths prior thereto being no greater than after 1859.

These level premium Life Insurance Companies have already collected from their members a sum in excess of their death claims-which excess exceeds the total National debt of our countrya small portion of which has been returned in the shape of endowment policies.

NEARLY ONE HUNDRED MILLIONS OF DOLLARS HAVE BEEN LOST :

By the theft and corruption of the management and failure of the level premium Life Insurance Companies, while only such portion of their surplus is returned as may suit the convenience of the management. The level premium Life Insurance Companies expend their surplus income for what they please; and what remains as a surplus, if they so desire, they return to their stockholders or members.

READ THE RECORD OF THESE LEVEL PREMIUM LIFE INSURANCE COMPANIES.

Study the cost of Life Insurance as shown by this record, and then insure in the Mutual Reserve Fund Life Association, that bases its collections on the sum required from year to year to provide for its death claims, with a small reserve emergency fund, which reserve emergency fund, if not required to provide for excess in death claims in any year, is placed in trust companies and with governmental authorities for the benefit of the members and is returned to the members to whom it belongs at stated periods.

MUTUAL RESERVE FUND LIFE **OFFICE** THE ASSOCIATION.

POTTER BUILDING, 38 PARK ROW, NEW YORK.

The Total Cost Can Easily be Determined by Reference to the Mortality Tables Issued Officially by the Departments of Vital Statistics, and Other Sources.

A WELL-MANAGED and vigorous life insurance company, in so far as its death rate is concerned may be aptly compared to a large and prosperous city in which the population is constantly changing and steadily increasing. Its manufacturing, commercial and social advantages attract a large number of all classes annually, and thus the decrease in the population that otherwise would result through deaths and removals is more than compensated for; in like manner the decrease in membership of a life insurance company is more than counterbalanced by the influx of new members.

The following vital statistics, published in the "Insurance Chronicle," furnish data from which the highest possible amount required for the payment of the death losses of life insurance companies may be

MORTALITY IN

THE FOLLOWING DEATH RATE IS BASED UPON ONE THOUSAND OF POPULATION.

| Alexandria 3 | 34.49 | Chicago | 18.63 | Naples | 27.28 |
|----------------|-------|-----------|-------|----------------|-------|
| Brooklyn 5 | 24.16 | Dublin., | 28.84 | New Orleans | 23.75 |
| Boston 2 | 5.50 | Detroit | 18.16 | Paris | 27.01 |
| Buffalo 2 | 21.42 | Edinburgh | 20.92 | Philadelphia | 16.82 |
| Baltimore | 19.16 | Glasgow | 26.08 | Pittsburg | 17.00 |
| Berlin 2 | 24.62 | Hamburg | 37.89 | Rio Janeiro | 32,24 |
| Belfast | 33,88 | Havana, | 85.08 | 5t. Petersburg | 30.64 |
| Bombay : | 25.16 | London | 21.92 | St. Louis | 20.85 |
| Buenos Ayres 2 | 10.96 | Liverpool | 21.75 | Sydney | 19.52 |
| Cairo 4 | 11.57 | Lisbon | 35,61 | San Francisco | 13.78 |
| Calcutta 8 | 11.85 | Montreal | 27.00 | Vienna | 27.29 |
| Cincinnati 1 | 8.58 | Melbourne | 18.83 | Washington | 16.63 |
| Cleveland | 22.70 | New York | 27.30 | | |
| | | | | | |

GRAND AVERAGE PER THOUSAND OF POPULATION, 24.42.

AS THE AVERAGE DEATH RATE, including men, women and children, of these thirty-eight cities, distributed all over the world, IS ONLY 24.42 PER THOUSAND, and it is proved from the best official statistics that at least forty per cent. of all who are born die before they reach twenty-one years of age, it follows that it would ONLY COST \$14.66 PER \$1,000 FOR DEATH LOSSES TO INSURE THE WHOLE ADULT POPULATION OF THESE IMMENSE CITIES.

According to the official tables of the tenth census of the United States by Levi W. Meech, it would only have cost \$15.09 per \$1,000 for death losses to insure the whole American nation in 1880, the mortality being but 15.09 to each 1,000 of the population.

It appears from the Annual Report of the Chief Registrar of Great British for 1881 that the mortality xperience of the Manchester Unity of Oddfellows, organized in 1814, for five years from 1866 to 1870, inclusive, fifty-two years after they were established, with 1,321,048 lives exposed, was only 1,263, or about \$12.50 PER ANNUM FOR EACH \$1,000 INSURANCE. The mortality experience of the Ancient Order of Foresters, as published in the same report, for five years from 1870 to 1875, inclusive, forty-five years from the date of the r establishment, with over one million lives exposed, was only 1,214 per 1,000,000 -a little over \$12 for each \$1,000 insurance.

Extracts from the Sworn Reports to the Insurance Department of the State of New York. The Future Cost of Life Insurance can only be determined by the past record of nearly HALF A CENTURY.

THE FOLLOWING TABLE SHOWS THE AMOUNT OF INSURANCE IN FORCE, AMOUNT WRITTEN, AMOUNT OF DEATH CLAIMS, AMOUNT OF EXPENSES AND AMOUNT OF TOTAL INCOME EACH YEAR FROM 1859 TO 1888, INCLUSIVE, AND THE ACTUAL COST BOTH AS TO DEATH LOSSES AND EX-PENSES-THESE COSTS COMPARED WITH THE LEVEL PREMIUM RECFIPTS FOR EACH \$1,000 OF INSURANCE IN FORCE AT THE END OF EACH YEAR, OF

ALL THE LEVEL PREMIUM COMPANIES DOING BUSINESS IN THE STATE OF NEW YORK AND REPORTING TO THE INSURANCE DEPARTMENT OF THAT STATE.

| Years. | Total Amount of Insurance in Force at End of each Year. | Total Amount of New Busi- ness Written Each Year. | Total Amount of Income Each Year, | Total Amount of Policies Terminated by Death. | Total Amount of Expenses Jucurred Ruch Year. | Natural Premion or Total Benth Less to each \$1,000 of Insur- ance in Force. | Total Expense upon each \$1,000 in Force at end of each Year. | Average Old Line Premi- um to sustain each \$1,000 in Force. |
|--------------------------------------|---|--|--|--|--|---|---|--|
| 1859 | *\$132,740,738 163,703,455 164,256 058 183,962,577 267,658,678 | 30,539,341 25,369,519 37,348,422 | *\$4,774.587 5,998,140 6,292,417 7,440,491 10,624,986 | | \$491,710 817,679 829,601 1,012,212 1,735,843 | †⊋9.02 6.37 6.94 6.91 6.73 | 4.99 5.57 5.50 | *835, 97 36, 64 38, 30 40, 49 41, 24 |
| 1864 | 895,703,055 580,882,253 805,105,878 1,161,729,776 1,528,984,685 | 245,427,057 404,510,474 471,611,744 | 16,163,188 24,897,019 40,875,666 56,482,004 77,392,158 | 4,233,287 4,982,290 8,343,322 | 2,605,941 4,343,123 6,949,454 9,819,012 14,831,104 | 8.04 7.29 6.19 7.18 6.48 | 6.59 7.49 8.68 8.46 9.70 | 40,84 42,86 50,15 48,62 56,62 |
| 1969 | 1,838,617,820 2,023,884,955 2,101,461,834 2,114,742,591 2,086,027,178 | 587,863,236 488,665,022 489,924,857 | 105,026,149 113,491,562 | 20,065,099 22,733,536 25,380,601 | 18,950,847 18,534,869 | 8.23 9.92 10.81 12.00 11.94 | 9.72 9.02 8.50 | 53,63 51,89 54,06 55,42 56,79 |
| 1874 1875 1876 1877 | 1,997,236,230 1,922,043,146 1,735,495,190 1,556,105,323 1,480,921,223 | 299,276,837 222,665,185 178,283,617 | 105,645,084 96,358,584 86,162,144 | 19,408,315 | 14,492,657 13,503,829 13,684,350 | 11,40 13,00 12,20 12,47 13,57 | 7,48 | 57.94 56.53 55.50 55.37 54.33 |
| 1879 1880 1881 1882 1883 | 1,439,961,165 1,475,995,172 1,539,848,581 1,637,648,872 1,763,730,115 | 187,504,256 229,582,483 257,517,216 | 75,981,100 79,407,847 85,070,134 | 21,444,339 22,565,252 22,405,101 | 10,893,197 12,713,468 18,120,857 13,605,289 15,593,961 | 14.01 14.53 14.65 13.73 13.99 | 7,57 8,61 8,18 8,31 8,98 | 52.83 51.45 51.59 51.95 51.81 |
| 1884 | 1,870,728,059 2,023,517,488 2,222,413,050 2,474,507,120 2,761,577,128 | 378,214,523 448,514,242 531,170,783 | 105,527,865 116,961,815 | 28,194,990 29,234,271 | 19,040,797 21,391,042 25,353,732 | 13.95 13.15 18.22 | 9,89 9,40 9,62 10,20 10,59 | 52.80 |
| | | \$9,574,041,669 | \$2,292,074,418 | \$517,802,967 | \$385,005,330 | \$10.81 | \$8.14 | \$49,98 |

 Massachusetts Report on Companies doing business in Massachusetts in 1859. Total Income received since 1858. \$2,292,074,418.00
Total Death Claims (paid or unpaid) since 1858. 517,802,967.00
Total Expenses since 1858. 385,005,330.00 Average Amount of Death Claims per \$1,000 of Insurance in force for

30 years. Average Premium Income per year for \$1,000 of Insurance in force for 30 years

30 years.

Average Excess of Income over Death Losses on each \$1,000 of Insurance in force

† This column shows the Actual Yearly Cost for each \$1,000 of Insurance in force or actual premium required to pay all Death Losses, at all ages, for 30 years, and includes the cost in companies which have done bus ness for 45 years.

† This column shows the Average Yearly Expense incurred by the Level Premium Companies upon each \$1,000 of Lautances in correct part into the hards of Lautances in the contract part into the hards of Lautances in the contract part into the hards of Lautances in the contract part into the hards of Lautances in the contract part into the hards of Lautances in the contract part into the hards of Lautances in the contract part in each \$1,00 of Insurance in core to get into the haids of beneficiaries each \$1,000 of Death Losses.

The last column shows the Average Annual Premium received on each \$1,000 of Insurance in force, and is inserted for comparison with the Death Losses and Expense per \$1,000. Total Amount of Insurance written by ALL COMPANIES reporting to New York \$9,574,041,669.00 2,761,577,128.00 Department.
Total Amount of Insurance in Force, December 31st, 1888.

Total Amount lost by Lapse, Defection, Death, Maturity and Fallure of Companies
Percentage of such losses to Total Amount of Insurance written.

71 1-10
Total amount of Death Losses in ALL THE COMPANIES reporting to the New

Percentage of Death Losses to Total Amount of insurance written. A single payment of \$54 per \$1,000 by each member upon each \$1,000 written would have paid the entire Death Losses of all the Companies from 1859 to 1888, inclusive.

The following table shows the amount of insurance in force, amount written, amount of income, amount of expense and amount of death claims paid it each year from 1881 to 1888, inclusive, by the

| YRANS. | Total Amount of Insurance in Force at End of each Year. | Amount of New Resiness Written each Year. | Total Amount of Income each Year, | Total amount or Death Lossas Faid each Year. | Total Expenses, | Erpense to cach \$1,000 in Force. | Natural Premi'm or To- tai Beath Loss to mend \$1,000 of Insummed In Force, Yearly Cost. | Promum Moceepts to each \$1,000 of Inser- ance in Ferce, Includ- ing Reserve. | Years in Existence. |
|--------|--|--|---|---|--------------------|-----------------------------------|---|--|---------------------|
| 1881 | \$7.633,000 | | \$34,370 | | *828,345 | \$4.85 | | \$4.50 | |
| 1887 | 35,190,750 | \$30,105,950 | 190,180 | \$34,250 | 111,814 | 3.17 | \$.97 | 8.45 | 1 |
| 1883 | 63,328,300 | 31.482,250 | 527,789 | 301,423 | 122,598 | 1.93 | 4.76 | 8.33 | |
| 1884 | 85,452,000 | 38,795,750 | 828,680 | 479,900 | 193,293 | 2.26 | 5.61 | 9.70 | 1 |
| 1885, | 123,353,500 | 51.101,500 | 1,433,370 | 838,673 | 269,904 | 2.19 | 6.80 | 21.69 | 4 |
| 1886, | 150,175,250 | 57,050,506 | 1,852,174 | 1,149,140 | 353,675 | 2.35 | 7.65 | 19.33 | |
| 1887 | 156,554,100 | 35,323,100 | 2,408,929 | 1,378,651 | 542,241 | 3,46 | 8.81 | 15.38 | 2 |
| 1888 | 168,002,850 | 37,906,800 | 2,704,729 | 1,582,833 | 640,841 | \$0.90 | 9.37 | 16,01 | 4 |
| | | \$281,765,180 | \$9,980,221 | \$3,764,40 | 89,961,71 | 52.80 | 85.50 | \$10.41 | |

* Prior to 1887 the reports to the Insurance Department did not include the Admission Fees, such not being

Life Insurance has for its object the furnishing of food, clothing, shelter, a home for the widows and orphans of deceased members, and by reason of the beneficial character of its purposes, the Legislatures of the various States have enacted special laws for the protection of the business of Life Insurance

Prior to the past decade, the business of Life In-Prior to the past decade, the business of Life Insurance had been conducted almost exclusively by companies doing business under the plans and ayatem known as the "Level Fremium System" of Lite Insurance; but by reason of the corrupt practices, the numerous failures, fruids, thefts and deceptions on the part of "Level Premium Life Insurance Companies" and their officers and managers—four-fitties (4-5) of all the Level Premium Life Insurance Companies had already failed, causing a loss to their members of more than one hundred millions of doltars in cash—and a reform in the system and plans for the transaction of the business of Life Insurance was demanded by the people.

This explains why the MUTUAL RESERVE

49.98

the people.

This explains why the MUTUAL RESERVE FUND LIFE ASSOCIATION and similar societies were organized.

It was the demand of the people for a system of Lite Insurance that collected from the members from year to year only such sums, with a small emergency fund, as might be required for death claims and legitimate expenses.

This occument prescript the results of the old and also that of the MUTIAL RESERVE FUND LIFE ASSOCIATION system. Let the thoughtful citizen study the figures herein presented, and when he has fully comprehended the magnitude of the transactions, the enormous amount of Insurance issued and terminated is compared to the actual death claims. tions, the enormous amount of Insurance issued and terminated as compared to the actual death claims, the immense income and expenses of the Old System as compared with the death claims; and renember that this is the actual record of the Level Ireminal Life Insurance Companies doing turiness in the State of New York, which record shows an income of \$2.292.074.418.00—just think of these figures—Two thousand millions of dollars, add to this, Two hundred and a nety-two millions of dollars income received in the name of charity and beneficence. The widows and the orphaus—how much did they receive? Five hundred and seventeen millions or dollars, while the officers acknowledge that they have already captured of salaries and other expenses. Three huns

dred and eighty-five millions of deliars. The record for 1888 alone shows the following startling facts by Level Premium Life Companies:

Income for 1888, \$147,024,431.00 Death Claims for 1888, 37,358,100.00 Expenses for 1888

After the thoughtful citizen has fully comprehended these figures, after he has comprehended the meaning of the fact that more than two-thirds of all members over insured and of all the insurance ever issued have aiready terminated by Lapse, Defection, and for other causes that by death; let him comprehend that more than six thousand millions of dollars have been thus terminated; although experience teaches that the largest per cent, of lapses occur in the early years of a policy, yet less than 40 per cent, of all insurance ever issued by the MUTUAL RESERVE FUND LIFE ASSOCIATION has terminated their languance, while more than 70 per cent, of all the insurance issued within the past thirty years has already been terminated by the old system level premium companies.

companies.

Every citizen of our land should make a note of Every citizen of our land should make a note of the fact that more than 140 per cent, of all the business of life insur nce transacted by the ed sys-tem level premium companies is done by three monstruis concerns, and in the management of the detai a of legislation and other natters of mutual interest these three monstruis monopolies combine their interests as one concern, so that all the special legislation throughout our land secured for the bore-fit of the old system level greening companies is fit of the old system level premium companies is manipulated virtually by three concerns for their own advantage, and thus a system for the projection of the willows and old phans of our land is virtually controlled by three menstrous monopolies, whose only object seems to be to destroy all competing companies and systems, in order that they may still further increase their income at the expense of our

And attention is also called to the fact that, to a large extent, the present contracts issued by these concerns are little better than gambling contracts and confidence policies.